

Communications Team Report 2007

Abstract. In 2007 the NYS IPM Communications Team, a writer and a webmaster-graphics designer, completed an annual report; wrote 10 news releases and two articles; represented IPM at public events; provided editorial oversight for a NE-IPM-funded project; laid out and posted five new web-based fact sheets; created graphics for 125th NYSAES anniversary celebration; and participated in a number of other projects, all detailed below.

Wrote IPM-oriented articles and news releases:

Submitted three feature stories to trade journals

The Art of Biocontrol: Where creativity, persistence and patience pay off

Banking on Banker Plants

Land-grant IPM research is windfall for New York apple grower (resubmission from 2006)

Wrote 10 news releases:

A "trapline" for worms in sweet corn (2 versions)

Ag educator brings sound science to NY capitol district farms, wins IPM award (2 versions)

Viticulture leader promotes better science for better grapes; wins Excellence in IPM Award

Long Island leader earns IPM award for innovation at ag-urban interface

Weed warrior wins IPM award for reducing herbicide risk

Greenhouse consultant Elise Schillo-Lobdell receives IPM Award

Grower Brian Reeves receives "Excellence in IPM" award

IPM: Pest management is more than just pesticides

James Tette, New York's "Father of IPM," receives IPM Award

NYS Ag and Market's Robert J. Mungari receives Excellence in IPM Award

Annual report:

Wrote 13 stories and 19 mini-stories for 2006-07 annual report. Coordinated reviews and editing; helped choose photos.

Book manuscript:

NE IPM homeowners guide: provide editorial oversight and project management for twelve chapters nearing completion. Ready query and proposal (overview, sample chapter, table of contents, chapter summaries, marketing analysis, and author bios) to submit to publishing houses

Web writing:

Wrote or edited six pest management how-to stories for Fox News internet magazine (Go Green).

Wrote Program summary for Cornell provost's research website.

Developed roadmap for updating Program's written website material.

Reconceive Program's website presence and content; redraft dated text, including homepage, what is IPM, labeling, EIQ, about the IPM program, pest profiles and what's bugging you (consumer web info), etc. In progress.

Miscellaneous writing projects:

Drafted material for new “what is IPM” brochure. Miscellaneous editing jobs for area educators, including material for NYSAES’ 125th anniversary celebration and web material

Layout, design, and production highlights

NYS IPM Year in Review 2006-2007

Poster: What IPM Does For Schools

Draft: Organic Lawn and Landscape Care

Draft: Municipal Manual

Print versions: 27 IPM Elements

Impact information sheet: Community IPM

Laid out and posted five new web-based fact sheets:

- Grape Leafroll Disease
- Annual Bluegrass Weevil
- Pheromone Traps
- Weed Suppressive Groundcovers
- Grape Cane Borer

Designed new graphics for Empire Farm Days display

- Beneficial Insects poster
- Nuisance Wildlife posters

Designed new graphics for NYSAES’ 125th Anniversary Open House:

- Biological Control of Whitefly in Greenhouses poster
- Cultural Control for Landscapes, Parks, & Golf Courses poster
- What is IPM? banner
- The Six Steps of IPM banner

Biological illustration: Redrew a life cycle that will appear in a brochure and other publications

Organized and created IPM displays for

NYS Agricultural Society's 175th Anniversary Forum

Program Council Conference

Monroe County Fair

Empire Farm Days

NYS Agricultural Experiment Station’s 125th Anniversary Open House

Conference for Administrators of Independent & Religious Schools

Empire State Green Industry Show

Cornell entomology department Insectapalooza

Participated in the New York State Agricultural Experiment Station’s 125th Anniversary Celebration

Served on Public Relations/Publicity Sub-Committee

Helped formulate “IPM is a Decision-Making Process”—the IPM activity for the event

Organized and set up our display for the Station’s 125th Anniversary Open House

Organized IPMers who staffed our display, and assisted them with demonstration support materials

Consulted with Station personnel regarding the historical tour of the IPM House